

What We Hope and Dream...

The 35,000 children and youth, especially the youngest ones, living in the neighborhoods within the 500 block Magnolia Catchment Area will break all records of success in their education, health, and the quality of nurturing care and economic stability they receive from their families and community.

TRANSFORMATIONAL STRATEGIES:

FOSTER EMPATHY

within relationships and organizations to build emotional intelligence so we can be effective in our own lives and help others.

35,000 Children/Youth
500 Blocks
5 Square Miles

STRENGTHEN PROTECTIVE FACTORS that research shows increase family well-being and child safety:

- *Knowledge* to be a nurturing parent, healthy, and economically secure.
- *Social Connections* with family and friends.
- *Personal Resilience* through courage and flexibility.
- *Social/Emotional Development of Children* by supporting their communication of thoughts & feelings, and their eagerness to learn.
- *Concrete Support* from friends and community.

CULTIVATE A COMMUNITY NETWORK

that is self-directed and includes parent associations, non-profits, government, and the faith community.

PROMOTE CIVIC ENGAGEMENT

through belonging, ownership, and access to information. This strengthens community assets and mobilizes neighbors to help each other.

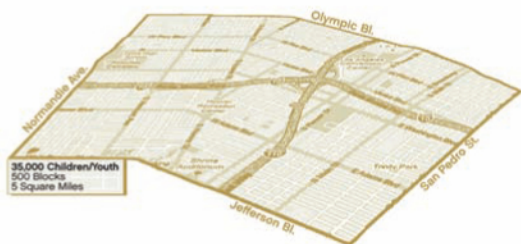
GROWING COMMUNITY HUBS WITHIN THE 500 BLOCKS

70+ NETWORK PARTNERS:

- Faith-Based Organizations
- Government Organizations
- Public & Private Schools and Universities
- Non-Profits
- For-Profits
- Parent Associations

➤ For more information about Magnolia Place, contact Lila Guirguis, Director of Magnolia Place at 213.342.0109

How Do We Deeply Connect 35,000 Children?



Magnolia Place Family Center



6 Hubs



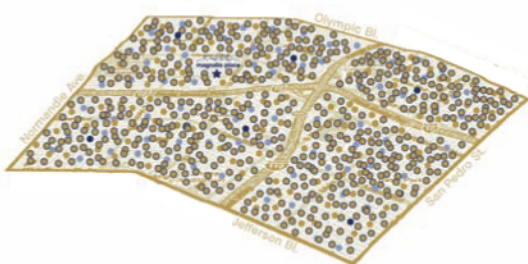
71 Partners



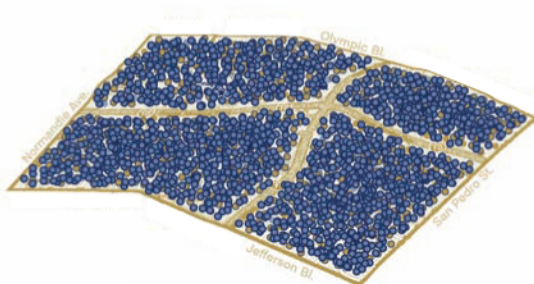
100 Community Groups



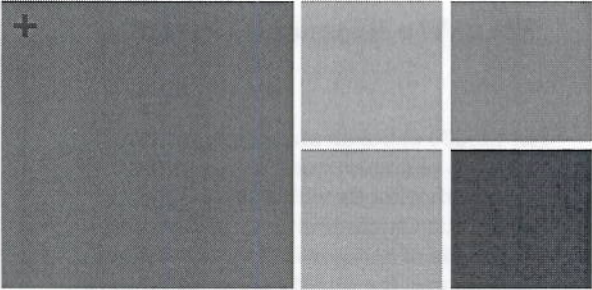
500 Block Advocates



14,000 Families



➤ For more information about Magnolia Place, contact
Lila Guirguis, Director of Magnolia Place at 213.342.0109



**MAGNOLIA PLACE
COMMUNITY INITIATIVE**

Presentation to the Los Angeles Children's Commission
February 7, 2011

Magnolia Place Community Initiative

STARTING POINT

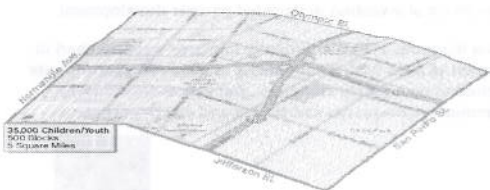
As a result of its 2001 strategic plan, Children's Bureau created a new strategy for communities to support families and prevent child abuse. The strategy is based in part on national and local research from:

- Carnegie Foundation Starting Points Task Force
- RAND
- First 5 Los Angeles and California
- Children's Council of Los Angeles
- "Meaningful Differences"
- "Neurons to Neighborhoods"

**Children's Bureau
Strategic Planning Goals
2001**

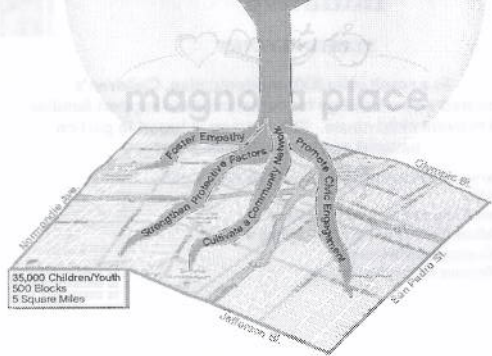
- The strategic plan identified four goals/aspects of families recognized as the most impactful in achieving long term outcomes in children 0-5 are:
 1. **Family functioning (safety and nurturing)**
 2. **Health and well being**
 3. **School-readiness**
 4. **Economic stability**

**In a County of 9.8 million a
Catchment Area was Chosen**



**One of the most vulnerable areas in
Los Angeles County**

+ The only way to get to scale is to move beyond a service strategy...



+ What We Hope and Dream...

The 35,000 children and youth, especially the youngest ones, living in the neighborhoods within the 500 block Magnolia Catchment Area will break all records of success in their education, health, and the quality of nurturing care and economic stability they receive from their families and community.

+ Development of the Magnolia Place Community Initiative and Partner Network

- Two years of investing in targeted partner development
- The Magnolia Place Community Initiative was launched in August of 2008 with a convening of over 100 participants including community members, and representatives from community non-profits and county and city departments.



+ Magnolia Place Family Center One Hub SYNERGY AND HUB FOR ACTION



Main Headquarters of the Children's Bureau

- Family Enrichment
- Programs
- Conference Center Space
- Preschool

Partner Organizations:

- Public Council
- St. John's Well Child and Family Center
- County Partners: DPSS, CSSD, DCFS
- Nurse Family Partners- DPH
- Pan American Bank
- Children's Nature Institute

+ Underlying Assumptions

- To help vulnerable children, one must strengthen the **family and community**.
- Services should reach those who need it the most and in the manner that is going to achieve the best result.
- Services are necessary but not sufficient to create a healthy community
- Community Transformation through a Community Movement

+ In the Most Vulnerable Neighborhoods there are Risk Factors...

- Streets are not safe
- Domestic violence
- Child abuse and neglect
- High unemployment
- Kids are not successful in school
- Gang violence
- Families are isolated
- People are Undocumented

+ Risk and Protective Factors

Risk Factors	Protective Factors
<ul style="list-style-type: none"> •Poor early bonding/attachment – lack of empathy •Young age, substance addiction or other forms of parental instability •Depression, stress and social isolation •Family conflict/partner violence •Poverty and unemployment •Fragmented social service and lack of access to services 	<ul style="list-style-type: none"> •Parental Resilience •Social Connections •Knowledge of Parenting and Child Development •Concrete support in times of need •Child social and emotional competence •Nurturing and Attachment

+ Café Talk Demonstration a Community Engagement Strategy of the Magnolia Place Community Initiative

- **A fun interactive game that stimulates conversation among parents about Strengthening Families and fostering Protective Factors...**

+ It Takes a Community Framework

- ITC is a framework for visioning and developing the strategies for community transformation.
- ITC is rooted in *self understanding* and *responsibility for our own histories and actions* as well as reflection on our strengths and challenges in connecting with others
- Developing empathy as the lens through which we form relationships with others, leads us to stronger connections and practices that build strength based change
- Understanding the 6 protective factors through the lens of trauma informed care enables the establishment of professional practices that are empathetic and connecting.

+ STRATEGIES

- Increasing the Protective Factors
- Linking to Resources
- Promoting Economic Development
- Engaging the Community

It takes all four strategies to get the change in supports that families and communities need.

+ Magnolia Place Network Subgroups

- Linkage and Referral
- Systems Improvement
- Economic Stability
- Community Engagement
- Research and Evaluation

+ Linkage and Referral

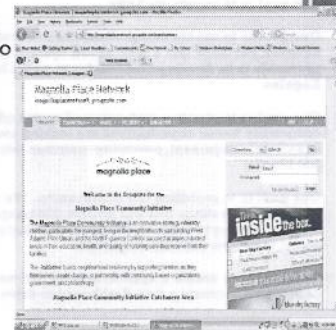
- Services should reach those who need it the most and in the manner that is going to achieve the best result
- Working on shared referral form
- Shared process and protocols

+ Magnolia Place Network

- The Magnolia Place Network to date includes 75 high level government and private sector partner organizations
- The partners have not come together under a memorandum of understanding or under the umbrella of a traditional service network, but instead join forces under a shared vision for the transformation of this community through a self-organizing, open network.
- This open network relies entirely on community entities that come together voluntarily to secure a shared outcome.
- Participants in this type of open network feel passionately about their area of expertise, revel in creating something new or better, and benefit by gaining experience, exposure and connections

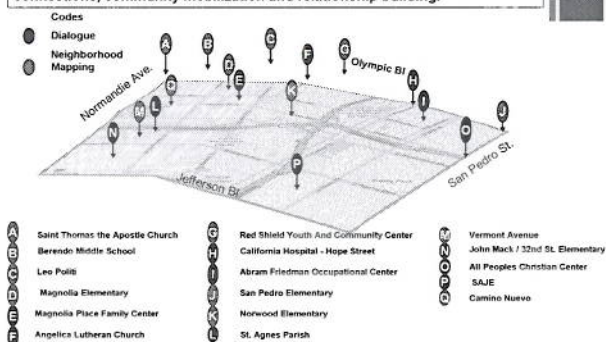
+ Magnolia Place Groupsite www.magnoliaplacenetwork.groupsite

Network members form subsets of partnerships to accomplish specific project initiatives and utilize a web-based groupsite as a vehicle for centralized communication and planning in addition to face-to-face meetings.



+ COMMUNITY DIALOGUES & NEIGHBORHOOD MAPPING

An opportunity to share their experiences and strengthen individuals, family and neighborhoods by implementing Protective Factors increasing social connections, community mobilization and relationship building.



+ Community Engagement

+ Where are We Now...

Our goal for this is to engage 100 community groups

Our goal is to create six hubs

Our goal is to create comprehensive referral system for the network partners and a web based system with confidentiality protocols is in development under support from the County of Los Angeles

Our goal is to create a rich array of social edutainment. Our community based organizations are making available a rich array of financial management, parenting, nutrition, etc. courses throughout the 500 blocks.

Our goal is to mobilize the community. We are holding 25 community meetings that will involve 500 people to begin to engage them in helping to improve the protective factors in their community and to form new community groups.

Our goal is to create a system reform and we are using maternal depression to create a data dashboard to drive results.

+ Magnolia Place Network

The Magnolia Place Network is a community-based organization that provides a range of services to support the health and well-being of women and children in the community. The network is made up of a range of community-based organizations, including health care providers, social workers, and community groups. The network is focused on providing a range of services to support the health and well-being of women and children, including: prenatal care, postnatal care, mental health services, and social support services. The network is also focused on providing a range of services to support the health and well-being of the community, including: health education, community development, and social support services. The network is a key part of the community's efforts to improve the health and well-being of women and children, and to build a stronger, more resilient community.

+ Community Engagement

+ COMMUNITY ENGAGEMENT



Commission for Children and Families Meeting
Los Angeles County Chief Executive Office
Magnolia Place Network Update
February 7, 2011

What we've learned:

- No one entity (County or community) can transform the lives of children, families and communities by themselves;
- Effective partnerships do not need to be based on contractual/funded relationships;
- Developing a shared model leads to shared implementation, accountability and outcomes;
- Services alone cannot change the lives of families or transform communities; non-service supports must build on their strengths and connect them to one another and their community;
- All Network partners have strengths and resources that can be leveraged;
- Participation by community residents/participant leaders is key to community transformation and long-term sustainability;
- Co-location does not equal integration; and integration does not require co-location;
- Integration is a journey of trust: co-location, cooperation, coordination and collaboration;
- A "warm handoff" between partners is necessary to effectively link and build long-term relationships with participants;
- Seamless and effective referrals require a thorough understanding of the Magnolia Place (MP) model and of the services and supports that each partner provides; and
- It's crucial to track and evaluate all referrals and their outcomes to ensure that participants' needs are being met.

Accomplishments and Activities:

- Created a Universal Service and Referral (S & R) form to be used by all partners to better capture service/referral activities;
- Crafted the process flow for participants that come into MP;
- Completed an eight-month compilation of the total number of new participants referred to the County Suite: **1,235**

- Conducted three tests focused on increasing referrals to the co-located County departments;
- Designed a Data Sharing Memorandum of Understanding (MOU) and Participant Consent form to provide a legal way to share information across participating MP Network partners;
- Instituted a quarterly MP model training schedule as an orientation/refresher tool for new and current partners; and
- Drafted a County MOU that defines the roles and responsibilities for County departments located in the County Suite.

Next Steps:

- Execute MP Data Sharing Consent MOU and Pilot the MP Participant Consent Form;
- Translate the S & R Form into other languages and expand its use to all MP partners;
- Develop a web-based participant referral/tracking system;
- Coordinate use of the S & R Form with the City of Los Angeles Family Source data collection forms;
- Evaluate and adapt the referral and linkage process to services and non-service supports, i.e., block associations, knitting circles, and nature walks, etc.;
- Evaluate the outcomes for participants that are referred out or linked to services and supports;
- Continue to participate in and implement a data dashboard which shows progress made in a number of different child and family development areas, i.e., number of parents that report having concrete supports in times of need; and
- Execute the County MOU among three departments and the CEO.